

**AMENDMENTS TO THE CLAIMS**

1. (currently amended) A method of selecting and displaying a video segment to a viewer comprising:

transmitting a plurality of video segments from a broadcast center to a viewer;  
displaying said video segments to said viewer;  
sensing viewer reaction input to said displayed video segments from said viewer through at least one sensor after receiving a start trigger;  
detecting a stop trigger;  
transmitting said input to a remote computer;  
analyzing said input to generate affinity data;  
selecting a specific video signal based on said affinity data; and  
displaying said specific video signal to said viewer.

2. (original) The method of claim 1 wherein said sensor comprises at least one button pressed by a viewer.

3. (previously presented) The method of claim 1 wherein said step of selecting a video signal comprises selecting a video signal during a live broadcast based upon affinity data.

4. (currently amended) A method of collecting affinity data comprising:  
transmitting a plurality of video segments from a broadcast center to a viewer;  
displaying said video segments to said viewer;  
sensing viewer reaction input to said displayed video segments from said viewer through at least one sensor after receiving a start trigger;  
analyzing said input to generate affinity data;  
selecting a specific video signal from a plurality of video signals being broadcast to said viewer, said selection being based on said affinity data;  
detecting a stop trigger;  
transmitting said affinity data to a remote computer; and

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